

AGN. NO. _____

MOTION BY SUPERVISOR DON KNABE

March 30, 2004

From April 24 – 28, 2004 Los Angeles County will be hosting the Travel Industry Association (TIA) of America's International Pow Wow which is the U.S. travel industry's premiere international travel marketplace. Over 5,300 international tour operators, international travel media and leading U.S. suppliers will meet in Los Angeles to negotiate \$3 billion of future U.S. travel business.

Tourism is Los Angeles County's second largest industry. Over 255,000 County residents rely on tourism for their jobs. Twenty-two million visitors spent \$11.3 billion in our County last year. One-fifth of the County's visitors are international and their spending accounts for one-third of the total visitor spending in the County.

The TIA estimates that the County of Los Angeles could realize \$300 million in new travel business over the two to four year period following Pow Wow.

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MOTION

MOLINA	_____
BURKE	_____
YAROSLAVSKY	_____
ANTONOVICH	_____
KNABE	_____

Supporting this international travel conference is a timely economic development opportunity to strengthen the recovery of LA County's tourism industry, as the 2004 buying period coincides with the forecasted recovery of international tourism to the U.S. in 2005.

To showcase LA's newest cultural destination to the participants, the closing night event "LA Now... Wow" will take place Wednesday, April 28 at the Music Center Performing Arts Center of Los Angeles County. The event includes an evening event on the Music Center Plaza, Grand Avenue and a performance in Walt Disney Concert Hall. The events are designed to position the facility as the center of LA's cultural community.

I, THEREFORE MOVE, that the Los Angeles County Board of Supervisors waive the \$3,200 fee for the use of the Music Center Plaza for the Travel Industry Association's International Pow Wow to be held on Wednesday, April 28, 2004 which could realize \$300 million in revenues in Los Angeles County.

**Contact: Laura Zucker, Executive Director
Arts Commission
374 Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012
(213) 974-1343**

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JM:e